



# 2011 LAS VEGAS YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL COUNTS	January	February	March	April	May	June	July	August	September	October	November	December	YTD
<b>Visitor Volume</b>	3,126,364	2,884,587	3,406,385	3,354,283	3,369,262	3,324,290	3,472,861	3,290,473	3,294,117	3,422,074	3,026,521	2,957,491	38,928,708
<b>Room Inventory</b>	149,177	149,548	149,638	149,842	147,611	148,733	148,733	149,930	150,425	150,425	150,678	150,161	150,161
<b>Citywide Occupancy</b>	79.0%	80.6%	87.2%	87.7%	86.1%	88.5%	88.3%	84.1%	85.7%	86.8%	78.3%	73.1%	83.8%
Hotel Occupancy	81.8%	83.3%	89.5%	90.8%	88.5%	91.3%	91.2%	88.5%	89.9%	90.1%	81.4%	77.0%	86.9%
Motel Occupancy	53.7%	55.9%	66.3%	59.7%	64.3%	64.1%	63.6%	46.6%	49.2%	57.9%	51.2%	40.0%	56.0%
Weekend Occupancy	86.1%	89.5%	95.3%	93.2%	94.2%	94.5%	92.7%	91.1%	91.1%	92.7%	88.7%	81.3%	90.9%
Midweek Occupancy	75.6%	76.4%	84.4%	85.0%	82.8%	86.3%	85.9%	81.7%	83.0%	84.4%	73.8%	68.7%	80.7%
<b>Average Daily Room Rate (ADR)</b>	\$107.22	\$98.49	\$111.13	\$105.67	\$108.47	\$101.15	\$99.30	\$97.11	\$111.46	\$114.68	\$103.34	\$101.58	\$105.11
<b>Total Room Nights Occupied</b>	3,639,439	3,360,944	4,034,573	3,934,330	3,965,709	3,938,100	4,062,825	3,888,569	3,858,430	4,037,187	3,529,371	3,404,688	45,654,165
<b>Convention Attendance</b>	615,854	458,623	533,579	435,934	352,303	367,712	263,441	412,902	434,373	457,686	375,500	157,365	4,865,272
<b>Conventions &amp; Meetings Held</b>	1,193	1,312	1,710	1,837	1,753	1,453	1,464	1,054	1,756	2,441	1,791	1,265	19,029
<b>Total En/Deplaned Passengers</b>	3,165,368	2,915,992	3,564,841	3,459,970	3,652,634	3,592,789	3,692,055	3,632,945	3,535,702	3,744,609	3,318,893	3,204,016	41,479,814
<b>Average Daily Auto Traffic</b>													
All Major Highways	88,009 *	93,333 *	100,273 *	105,389 *	98,049 *	107,273	113,113	107,602	96,922	94,920	96,829	96,412	99,844
1-15 at NV/CA Border	33,688	35,817	37,354	41,998	38,219	44,333	48,238	46,387	38,789	36,630	41,177	41,498	40,344
<b>Gaming Revenue:</b>													
Clark County	\$761,354,000	\$769,531,000	\$835,683,000	\$682,945,000	\$853,491,000	\$767,718,000	\$715,533,000	\$752,242,000	\$733,654,000	\$836,511,000	\$771,876,000	\$742,368,000	\$9,222,906,000
Las Vegas Strip	\$482,732,000	\$513,707,000	\$527,297,000	\$427,531,000	\$580,413,000	\$506,707,000	\$468,540,000	\$496,868,000	\$490,937,000	\$560,535,000	\$495,282,000	\$518,437,000	\$6,068,986,000
Downtown	\$41,385,000	\$39,646,000	\$49,224,000	\$38,866,000	\$46,338,000	\$38,603,000	\$35,419,000	\$39,671,000	\$41,842,000	\$48,214,000	\$46,576,000	\$30,920,000	\$496,704,000
Boulder Strip	\$77,553,000	\$58,284,000	\$75,639,000	\$58,274,000	\$69,646,000	\$65,487,000	\$61,883,000	\$67,616,000	\$54,185,000	\$68,935,000	\$71,635,000	\$49,750,000	\$778,887,000
<b>Room Tax / LVCVA's Portion:</b>	\$16,095,162	\$13,249,486	\$18,884,116	\$16,982,820	\$16,956,005	\$16,278,869	\$16,229,330	\$15,388,330	\$17,531,851	\$19,359,627	\$14,451,124	\$12,922,862	\$194,329,584
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
<b>Visitor Volume</b>	8.6%	1.0%	5.6%	4.8%	3.3%	7.0%	4.3%	2.8%	5.5%	2.7%	3.2%	2.5%	4.3%
<b>Room Inventory</b>	0.2%	0.4%	0.5%	0.6%	-0.6%	0.1%	0.1%	1.0%	1.4%	1.7%	3.4%	0.8%	0.8%
<b>Citywide Occupancy</b>	7.9	0.9	4.8	3.7	3.5	6.4	4.3	2.1	3.6	1.9	1.2	0.7	3.4
Hotel Occupancy	7.0	0.8	4.1	3.9	2.3	4.9	4.3	3.6	5.1	2.4	1.2	1.8	3.5
Motel Occupancy	15.5	1.8	10.6	2.2	14.2	21.0	5.3	-9.1	-7.8	-1.3	2.3	-6.3	4.0
Weekend Occupancy	4.6	1.6	5.0	0.6	3.7	4.8	2.5	1.9	1.5	1.2	1.2	0.7	2.4
Midweek Occupancy	11.0	0.6	4.7	4.7	4.0	7.0	5.3	2.1	4.1	2.6	1.1	-0.3	3.9
<b>Average Daily Room Rate (ADR)</b>	7.5%	1.3%	19.2%	9.1%	9.7%	13.0%	9.9%	11.1%	14.6%	12.2%	9.1%	10.6%	10.7%
<b>Total Room Nights Occupied</b>	12.0%	1.6%	6.5%	5.4%	4.7%	8.1%	5.4%	3.4%	6.0%	4.0%	4.1%	2.3%	5.3%
<b>Convention Attendance</b>	36.9%	-11.5%	13.5%	2.2%	0.0%	4.5%	-17.9%	19.6%	49.1%	9.2%	0.8%	1.3%	8.8%
<b>Conventions &amp; Meetings Held</b>	-0.3%	-18.8%	-3.5%	1.0%	11.2%	2.8%	30.2%	13.9%	8.0%	2.4%	17.1%	23.8%	5.7%
<b>Total En/Deplaned Passengers</b>	5.0%	2.4%	2.2%	2.2%	5.1%	5.7%	4.9%	4.0%	8.2%	4.5%	3.9%	3.9%	4.3%
<b>Average Daily Auto Traffic</b>													
All Major Highways	3.8%	3.9%	-1.4%	1.7%	-1.7%	-0.7%	-0.9%	-2.4%	-2.2%	-2.5%	-3.5%	0.7%	-0.5%
1-15 at NV/CA Border	0.1%	1.4%	-4.2%	3.4%	-4.2%	1.7%	0.7%	-1.3%	0.2%	-1.7%	0.6%	7.4%	0.3%
<b>Gaming Revenue:</b>													
Clark County	-0.4%	-7.0%	7.2%	-1.0%	19.4%	19.9%	3.2%	-6.7%	-6.6%	10.4%	7.8%	1.2%	3.5%
Las Vegas Strip	-2.5%	-9.6%	12.9%	-2.2%	28.9%	32.3%	1.6%	-8.7%	-5.7%	13.3%	9.0%	3.6%	5.1%
Downtown	8.4%	-6.2%	-0.3%	-5.6%	7.9%	-4.1%	10.2%	-4.1%	-2.7%	8.1%	7.2%	-10.7%	0.7%
Boulder Strip	10.9%	-5.2%	0.2%	2.5%	2.9%	5.7%	13.2%	3.3%	-17.1%	13.8%	12.4%	-7.4%	2.9%
<b>Room Tax / LVCVA's Portion:</b>	18.0%	5.8%	32.3%	15.2%	12.7%	23.7%	12.2%	22.1%	29.3%	20.7%	14.9%	15.5%	18.6%

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\* Note: Change To auto traffic counts methodology



## 2011 LAUGHLIN YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	179,434	193,060	216,649	204,807	191,091	190,801	223,818	199,008	175,262	177,409	160,193	141,592	2,253,124
2. Room Inventory	10,350	10,350	10,350	10,350	10,350	10,350	10,350	10,350	10,350	10,350	10,350	10,334	10,334
3. Convention Attendance	7,778	5,049	6,084	8,869	9,834	4,708 r	3,879	2,520	5,011	8,071	5,936	1,488	69,227
4. Total Occupancy	56.9%	69.9%	71.0%	69.1%	62.9%	65.2%	75.3%	65.9%	60.7%	59.3%	54.8%	45.8%	63.0%
5. Average Daily Room Rate	\$37.58	\$39.46	\$37.78	\$48.98	\$40.26	\$37.67	\$43.36	\$38.90	\$41.28	\$38.64	\$39.15	\$39.62	\$40.34
6. Total Room Nights Occupied	182,564	202,570	227,804	214,556	201,815	202,446	241,600	211,440	188,474	190,264	170,154	146,722	2,380,409
7. Gross Gaming Revenue	\$38,548,000	\$43,069,000	\$51,066,000	\$39,850,000	\$35,011,000	\$40,920,000	\$37,288,000	\$34,278,000	\$36,093,000	\$37,335,000	\$38,609,000	\$32,646,000	\$464,713,000
8. Laughlin/Bullhead City Air Passengers	22,405	24,485	28,577	20,697	16,768	17,275	15,231	15,618	17,012	18,036	20,365	10,783	227,252
9. Average Daily Auto Traffic: Hwy 163	4,126	4,486	4,890	4,969	4,238	4,150	4,145	4,043	4,087	4,353	4,161	3,787	4,286
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	-0.2%	-3.0%	-3.5%	-1.7%	-2.5%	-5.4%	-3.6%	-6.7%	-6.0%	-10.1%	-7.7%	-6.6%	-4.7%
2. Room Inventory	-2.8%	-2.8%	-2.8%	-2.8%	-2.8%	-2.8%	-2.8%	-2.8%	0.0%	0.0%	0.0%	-0.2%	-0.2%
3. Conventions Attendance	42.6%	-8.6%	-23.0%	-23.3%	32.8%	-9.4%	-5.6%	-10.4%	-6.5%	-27.0%	-2.7%	-29.7%	-7.2%
4. Total Occupancy	2.9	1.3	0.9	2.3	1.5	-0.7	0.9	-1.7	-2.8	-6.0	-3.8	-2.5	-0.7
5. Average Daily Room Rate	-0.7%	3.6%	1.5%	11.3%	1.7%	8.1%	8.0%	3.3%	6.1%	4.2%	8.6%	8.5%	5.5%
6. Total Room Nights Occupied	2.4%	-1.0%	-1.6%	0.5%	-0.5%	-3.9%	-1.7%	-5.3%	-4.4%	-9.2%	-6.5%	-5.3%	-3.0%
7. Gross Gaming Revenue	-2.5%	-3.7%	-3.3%	-4.1%	-10.6%	11.7%	-3.5%	-5.7%	-8.9%	-2.9%	-1.9%	-8.3%	-3.7%
8. Laughlin/Bullhead City Air Passengers	10.4%	-6.7%	-8.4%	-2.3%	0.5%	2.4%	-20.8%	-18.4%	-13.7%	-14.7%	-11.5%	34.1%	-6.4%
9. Average Daily Auto Traffic: Hwy 163	-28.5%	-31.2%	-37.4%	-36.2%	-34.3%	-37.4%	-37.7%	-34.7%	-32.5%	-28.2%	-6.3%	-5.9%	-30.9%



## 2011 MESQUITE YEAR-TO-DATE EXECUTIVE SUMMARY

ACTUAL	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	79,427	82,512	99,231	94,897	85,709	84,593	80,052 r	73,894 r	71,305 r	91,200 r	75,620	63,101	981,541
2. Room Inventory	1,767	1,767	1,767	1,767	1,767	1,762	1,762	1,762	1,762	1,762	1,762	1,763	1,763
3. Total Occupancy	74.6%	85.8%	93.2%	92.1%	80.5%	82.1%	75.4%	69.6%	69.4%	85.9%	73.6%	59.4%	78.4%
4. Average Daily Room Rate	\$47.07	\$54.36	\$60.06	\$59.95	\$51.39	\$48.36	\$45.58	\$43.75	\$49.91	\$57.04	\$51.16	\$41.83	\$51.47
5. Total Room Nights Occupied	40,864	42,450	51,052	48,822	44,095	43,398	41,185 r	38,017 r	36,685 r	46,920 r	38,905	32,464	504,857
6. Gross Gaming Revenue	\$9,896,000	\$10,745,000	\$11,936,000	\$11,152,000	\$10,042,000	\$8,440,000	\$8,477,000	\$7,880,000	\$8,499,000	\$10,320,000	\$9,869,000	\$9,699,000	\$116,955,000
7. Average Daily Auto Traffic: I-15 at NV/AZ border	18,687	19,865	22,812	23,265	22,091	23,318	N/A	23,788	22,029	22,411	N/A	19,661	21,793
PERCENT CHANGE FROM PRIOR YEAR	January	February	March	April	May	June	July	August	September	October	November	December	YTD
1. Visitor Volume	1.6%	-0.4%	4.4%	6.6%	1.3%	-2.8%	-1.0%	-2.9%	-1.8%	-2.2%	-7.0%	-15.0%	-1.4%
2. Room Inventory	-1.3%	-1.3%	-1.3%	-1.3%	-1.3%	-1.6%	-1.6%	-0.3%	-0.3%	-0.3%	-0.3%	-0.2%	-0.2%
3. Total Occupancy	0.8	-0.8	3.4	5.2	0.6	-2.8	-1.0	-3.2	-2.4	-3.3	-6.8	-11.6	-1.8
4. Average Daily Room Rate	-8.5%	-5.2%	6.1%	4.2%	-0.5%	-7.6%	-0.3%	-2.3%	8.3%	2.9%	4.7%	-7.8%	0.1%
5. Total Room Nights Occupied	-0.2%	-2.2%	2.5%	4.6%	-0.5%	-4.8%	-2.9%	-4.7%	-3.6%	-4.0%	-8.7%	-16.5%	-3.2%
6. Gross Gaming Revenue	-0.3%	1.8%	-0.2%	1.9%	1.6%	0.3%	0.4%	-4.5%	2.4%	1.0%	4.2%	3.2%	1.0%
7. Average Daily Auto Traffic: I-15 at NV/AZ border	0.6%	-1.8%	-0.2%	1.0%	-1.6%	-3.6%	N/A	-2.8%	-1.7%	-0.1%	N/A	0.6%	-2.1%

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